

Marketplace Strategy

Context

The Marketplace Strategy has been devised as a way of providing a structure to achieve the key elements of our Marketplace Policy, and is best read in conjunction with that document.

The objective of the strategy is to deliver the customer intimacy which forms the foundation of our strategic relations approach. The strategy looks to give the structure to achieve marketplace leadership through innovation and customer service excellence

This will be achieved through the following approach and processes,

- Lobbying for the policies and approaches to the sectors in which the Group operate, which we believe will help create the most successful and thriving industry, both at home and internationally
- Creating strategic relations with customers based on working directly with customers to align to their needs in the UK, meeting and adapting to their needs internationally, and through our Branded and Advisory Services adding value and reducing costs to their day to day operations.
- The management of external business excellence through ongoing customer satisfaction surveys and the feedback of this 'live' data to the people in the business who can immediately address it.
- From the Ground Up communications policy that addresses key issues within the industry and looks to support key performance indicators both through product specifications and personal behaviours in
 - Health and Safety
 - Environmental excellence
- Provision of an excellent web site keeping all our stakeholders updated of our activity, products and services.
- Supplier engagement – creating and rewarding innovation in the supply chain through regular meetings and review with our suppliers and the implementation of a suppliers charter to add to the clarity of what's expected in our supply chain
- Branded and Advisory Services – Speedy will build a service industry focused on adding value founded on our industry leading position regarding
 - Products – expand our service through sales of products, based on the best product range, performance and independent data
 - Customer service – expand our offering through partnerships built on excellence, beginning at tender stage for major projects and supporting performance indicators such as local labour, delivery logistics etc.
 - Health and Safety – expand our support for customers based on our track record and industry leading approach to Health and Safety.

- Environment – Expand our support for customers through carbon management, best practice at site level, and operational and fleet management.
- Our marketplace strategy will be evaluated annually, monitored and measured through our roadmap and reported on in the Corporate Responsibility Report.

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